



www.discoverkerry.com

BRAND GUIDELINES

VISIT | WORK | LIVE 2024



Salaso Health

**LOCAL
SUPPORT
GLOBAL
REACH**



**CLOSE
KNIT
SPACE
TO GROW**



Munster Technological University

**LEGACY
PROTECTORS
FUTURE
INVESTORS**



Mothu Corca Dhuibhné | Dingle Druid



www.discoverkerry.com



Kerry LGFA

**OPEN
HEARTS
CREATIVE
SOULS**



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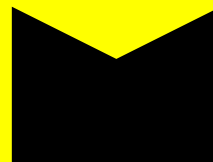
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The Three Sisters from Ballydavid

01 THE BRAND PROJECT



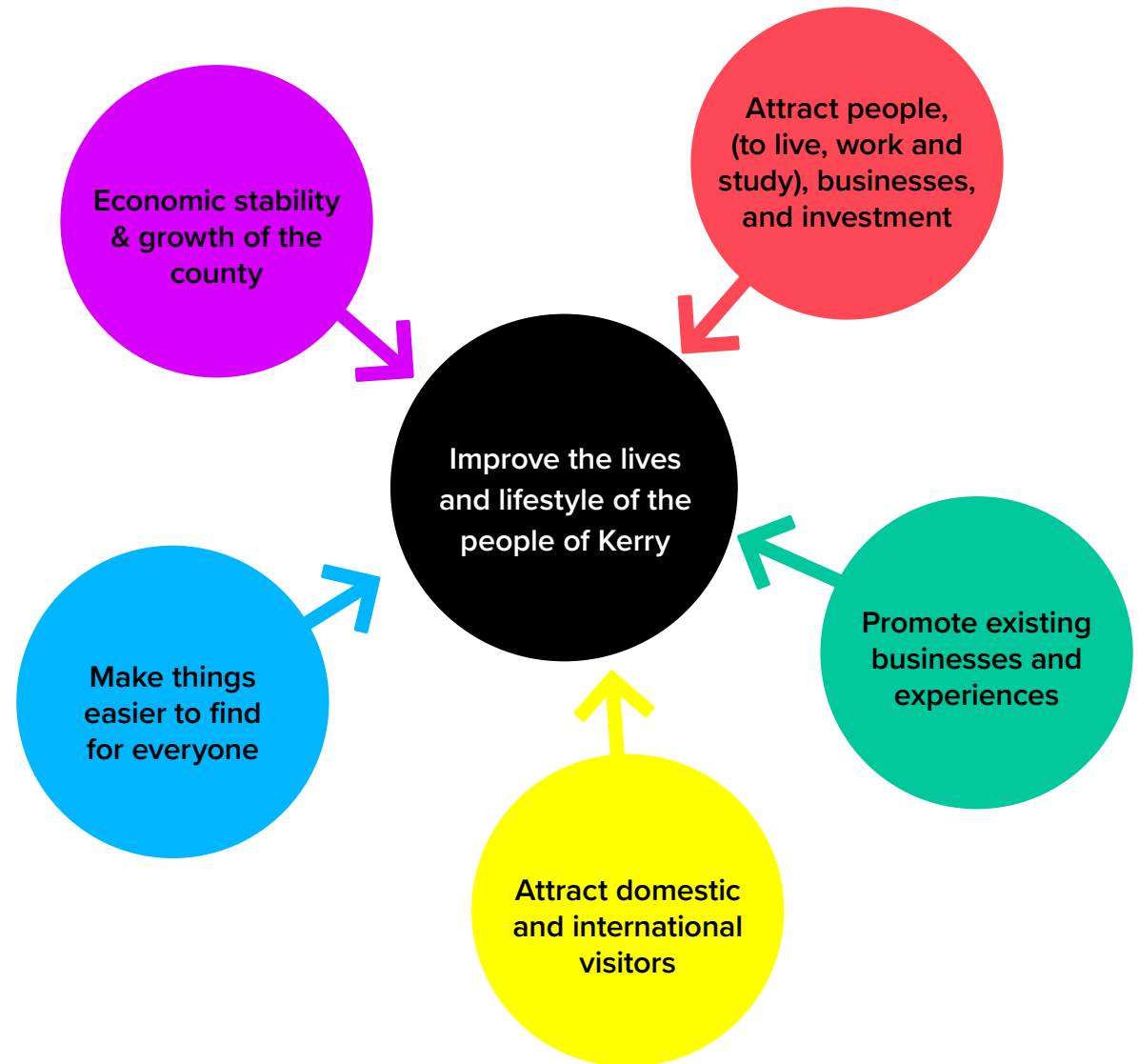
OUR GOAL

The driving force behind this brand project is the county's future growth. We want to grow the economy, promote existing businesses and experiences to attract people, new business and investment to the county.

We also want to make information, amenities, facilities, events and experiences easier to find for everyone. We will do this through our central website for Kerry – www.discoverkerry.com.

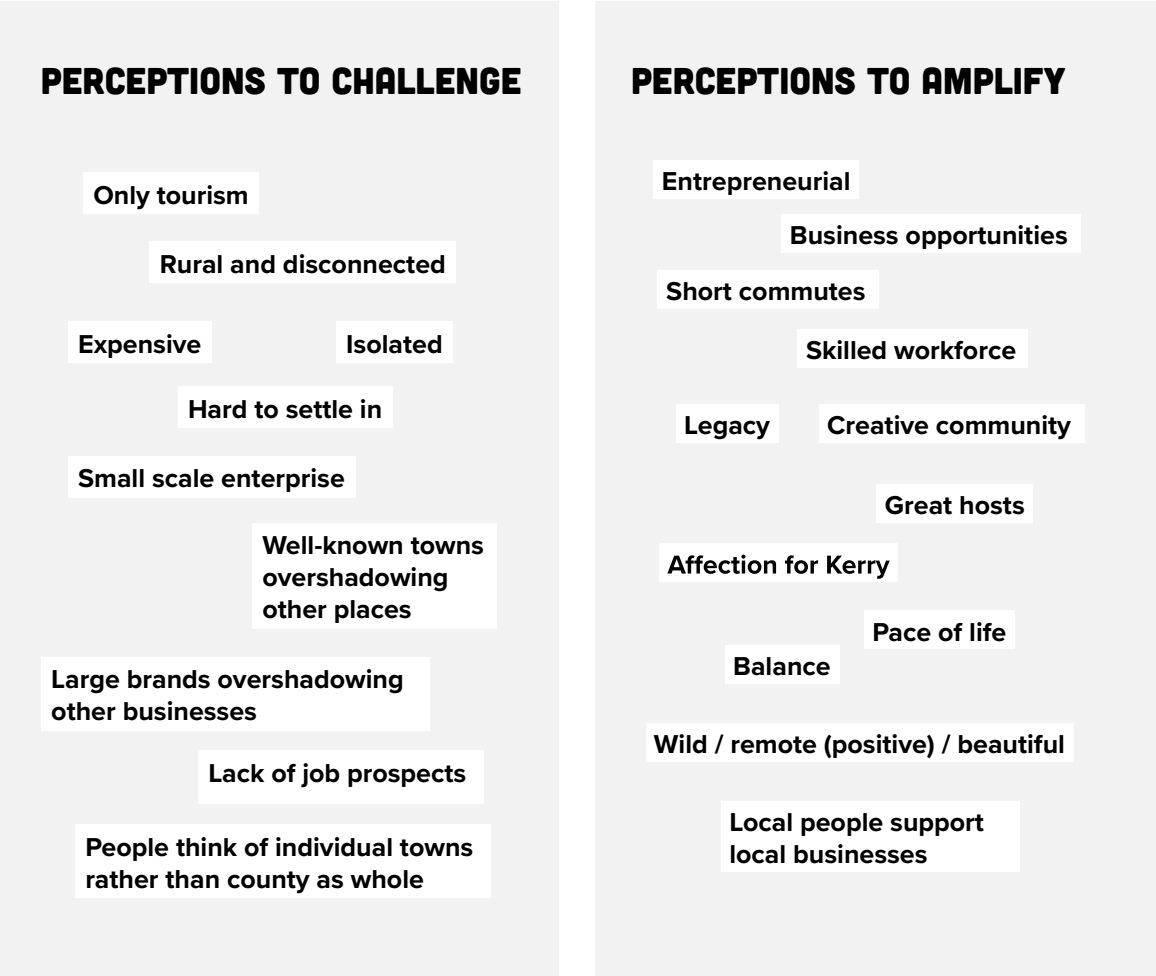
If we ask ourselves where we want the brand to be in 10 years:

- We want it to be the first port of call for anyone thinking of visiting, working or living in Kerry.
- We want people worldwide who don't yet know about Kerry to engage with the brand and discover what County Kerry has to offer.
- We want it to be globally recognisable and held in high esteem as a source of useful and engaging content relating to Kerry as a place.
- We want it to be embraced and used by businesses and people living and working in Kerry, making everyone a proud brand ambassador for the county.

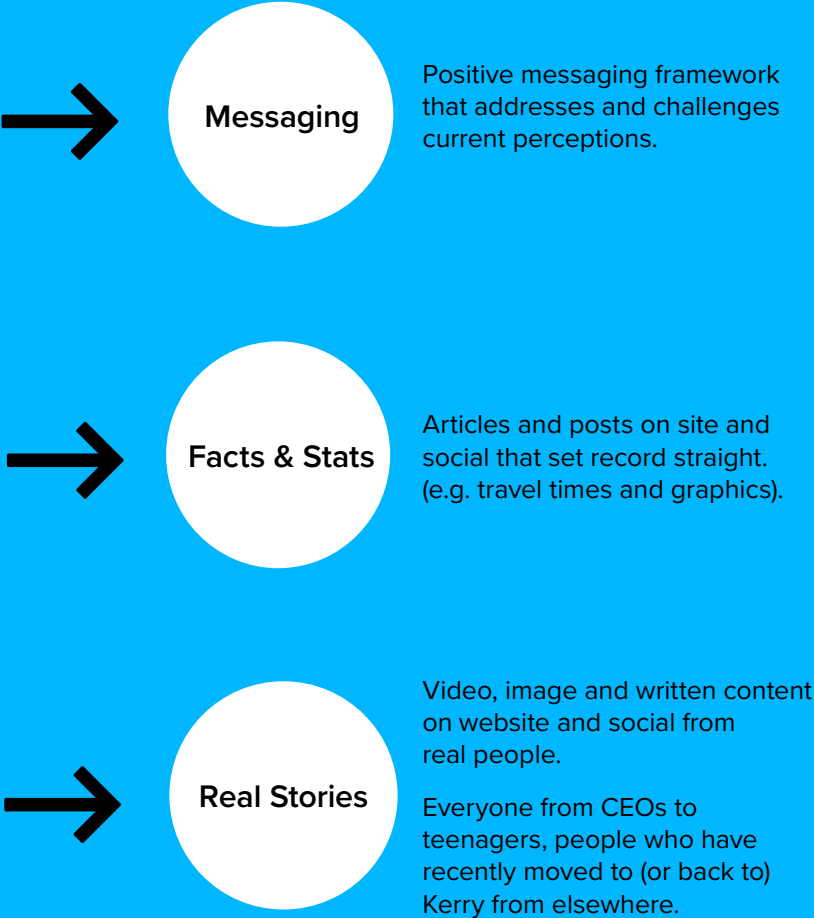


PERCEPTIONS & NARRATIVE GAPS

Our research shows that Kerry’s combination of economy, balanced lifestyle, cultural diversity, creativity and scenic landscapes is what makes Kerry unique. However, some of these qualities are not being communicated to the world.



We can do this through:



02 BRAND FOUNDATION



OUR STORY

Kerry is a living, breathing place. As Ireland's most westerly county, we are rich in culture and natural beauty. Located on the edge of Europe, Kerry is shaped by its landscape from Ireland's highest peaks to the dramatic coastline along the Wild Atlantic Way.

With our warm inherent welcome and spirit that spreads internationally but lives locally, Kerry is a place that offers something for everyone. An open place to belong, explore and thrive.

Small in size but global in outlook, our 75 lively towns and villages embrace over 40 different nationalities living and working in Kerry. As a region, we are bursting with energy and innovation, housing over 8000 active enterprises.

Leaders in business, Kerry offers over 5 acres of meeting spaces, specialising in hosting some of the world's most memorable events. With links to over 120 leading universities and training centres worldwide, over 18,000 students come to study and experience a place that is rich in diversity, innovation, and experiences.

For adventure seekers, our national parks and rugged coastline gives our visitors space to breathe, explore, and dream. Our thriving creative thinkers make our wit and hospitality one of Ireland's most celebrated internationally. In Kerry, you are never far away from laughter, music, heritage and the arts.

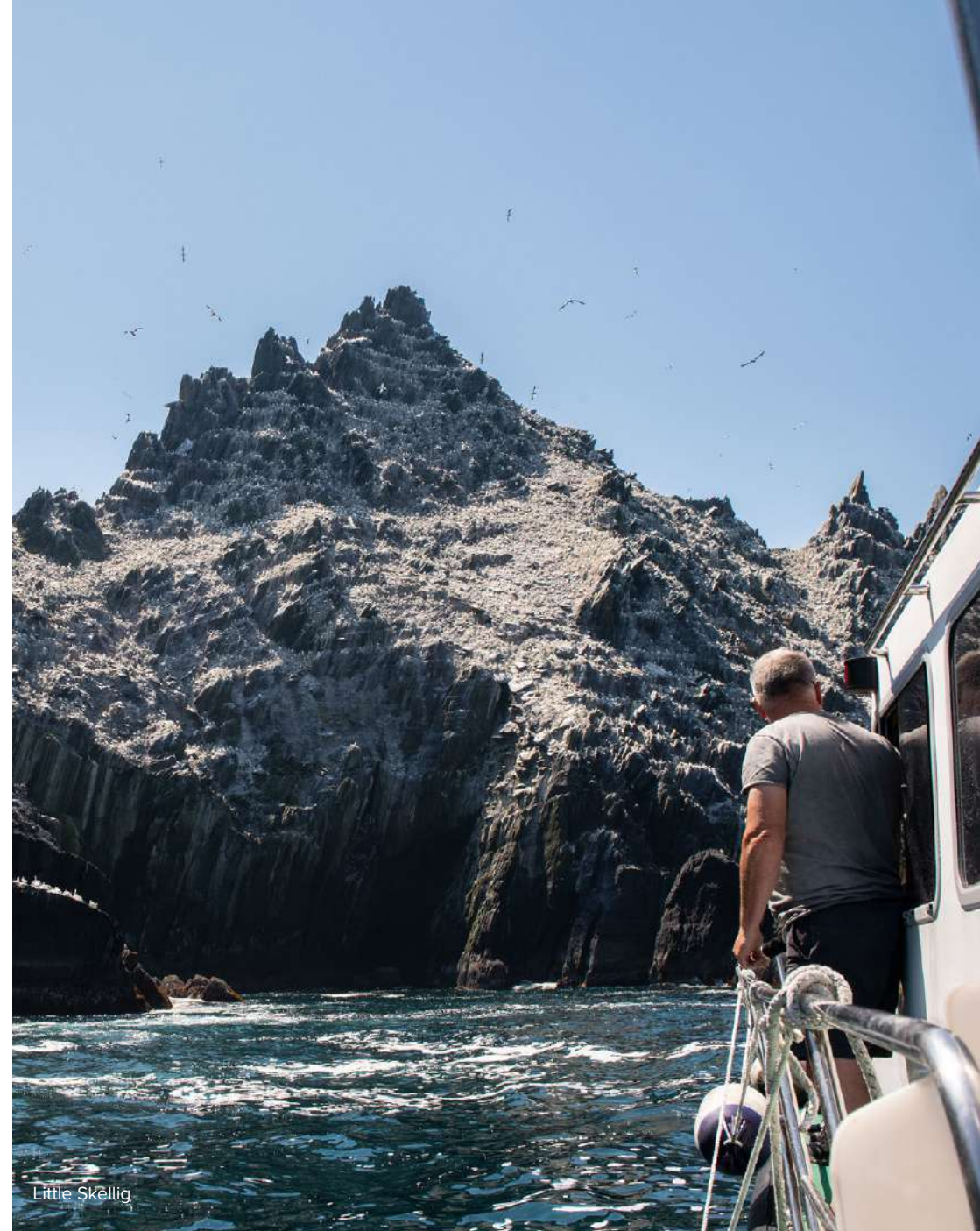
With short commutes and long mornings, Kerry attracts some of the brightest minds – all of whom make Kerry a place for magical gatherings.

A county rich in magic and stories, Kerry is a place that stargazers and trailblazers call home. We welcome you, and we invite you to discover **your** Kerry.

Kerry is for trailblazers and stargazers.

Kerry is for gatherings and adventurers.

Kerry is a place that many people call home.



CORE VALUES

Our beliefs and guiding principles
– a central attitude.

WE RISE TOGETHER

We support each other, in business and in community. We buy local and celebrate the independent. Anything that is good for the county is good for everyone.

A SENSE OF BELONGING

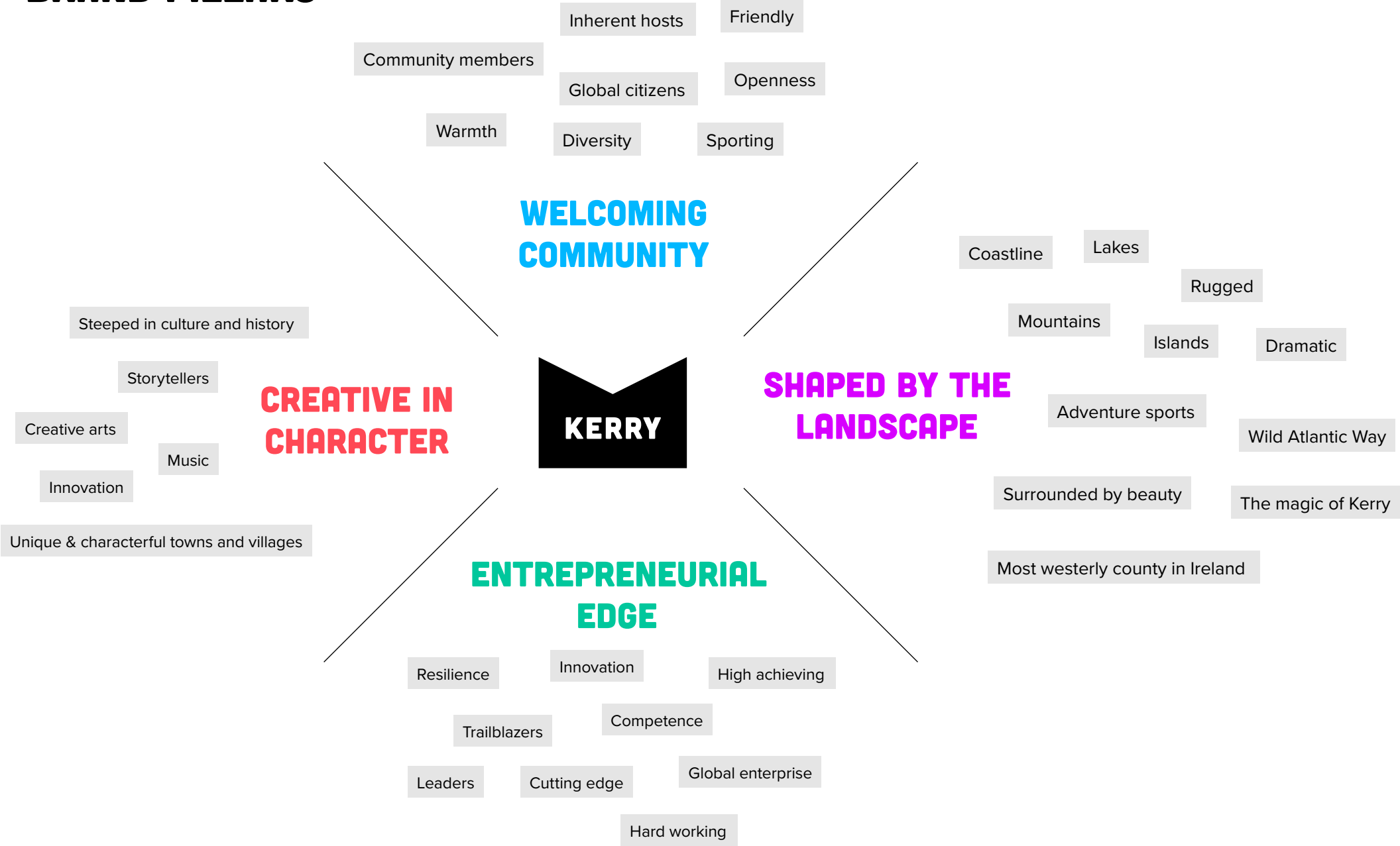
“When you belong to Kerry, you know you have a head start on the other fellow... In belonging to Kerry, you belong to the elements. You belong to the spheres spinning in the heavens.”

John B. Keane

INHERENT WELCOME

Our tourism background means that helping and talking to strangers is part of our culture. We are a progressive and forward-looking community who celebrate diversity and inclusivity.

BRAND PILLARS



BRAND PROMISE

The heart and soul of our brand. This statement brings in lots of aspects of our brand foundation – our values and personality and pillars.

Multicultural

Diverse community

Our inherent welcome

**KERRY IS AN OPEN PLACE,
TO BELONG, TO EXPLORE
AND TO THRIVE.**

Living

Pride of place

Community

We rise together

A sense of belonging

Economic powerhouse

Enterprise

Trailblazers

Study/Education

Living

Success

Lively thriving towns and villages

Creativity

Kingdom of natural beauty

Study & education

Visiting

Adventurers

MESSAGING EXAMPLES

Suite of key messages that can be used as statements or headlines on our website, social or other communications.

Throughout the research and development stage of this brand, one thing that came up time and time again is the theme of juxtaposition – that Kerry is often two contrasting things at once. It's remote and connected, it's real yet magic.

Using this as a creative starting point, this suite of messages have been developed. The concept is presenting two contrasting things together in a bold and thought-provoking way, bringing to the fore the playful side of our tone of voice. Used with imagery, we begin to tell a rich and engaging story.

In some cases we are using contrasting words like dark and bright or long and short. In other cases, we are using rhyming words to bring together two different stories



SUSTAINABILITY

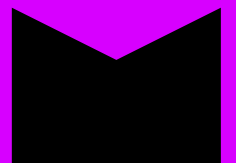
Sustainability is a way of being that strikes a perfect balance between people, place, planet and prosperity. It encourages us to be resource, nature and community conscious when we are making decisions on how we live, work and play. Simple ways to showcase sustainability through the Kerry brand:

- Digital-first communication. High-quality print production where required – there must be a good reason why we are printing something
- Be inclusive and present diversity
- Support local businesses and drive traffic to all towns and villages
- Encourage work-life balance, sometimes it is good to take a break and breathe
- Be mindful that people work different shifts
- Talking about all work patterns embraces how the world works in today's modern society
- Every day should be treated as a brand new day and present us with the opportunity to think differently and attract new markets
- Showcase open spaces and natural landscapes
- Embrace the weather; you never know what opportunities it might present
- Encourage the use of public transport
- Be mindful, everyone lives their lives differently
- Share your sustainability journey

Sustainability should be at the heart of Kerry. We must be mindful of how we live, work and play, and how we portray this across our communications platforms and the materials employed.

- ✔ Kerry has retained its place in the 2024 Global Destination Sustainability Index (GDS-Index). Officially recognised within the top 20 as the leading indexed destination in the Republic of Ireland, ranked at number 19 in the world overall, out of 99 destinations.
- ✔ The Kerry County Sustainability Strategy is aligned with the United Nations (UN) Sustainable Development Goals.
- ✔ Sustainability and Green Procurement Policies are in place for Kerry Convention Bureau and Kerry Tourism Industry Federation.
- ✔ Comprehensive information on sustainability is available on the Kerry Convention Bureau website to help and support hosting a sustainable event in Kerry.
- ✔ Tourism plays a vital role in the economy of Kerry and across the industry there is growing uptake on initiatives established to reduce emissions, water use and single use plastic or introduce energy reduction measures and electric vehicle charging points.
- ✔ The first tourism and hospitality Sustainable Energy Community (SEC) in Ireland was established on the Dingle Peninsula in 2023, and launched an Energy Master Plan (EMP) in 2024.
- ✔ The hospitality industry in Kerry are participating in sustainability initiatives such as IStars & CE4RT programmes, Green Hospitality, Failte Ireland Climate Action Programme.
- ✔ Award winning environmental initiatives work to educate locals & visitors on ways to be more sustainable such as the Killarney Coffee Cup Project, Cup to Earth, Killarney Urban Farm & the Dingle Food Festival (Zero Waste to Landfill Objectives).
- ✔ Actionable points on sustainability are available on Discover Kerry for visitors to enable them to make 'green choices' when visiting Kerry for leisure.

03 VISUAL BRAND



**CELEBRATING
LOCAL
THINKING
GLOBAL**



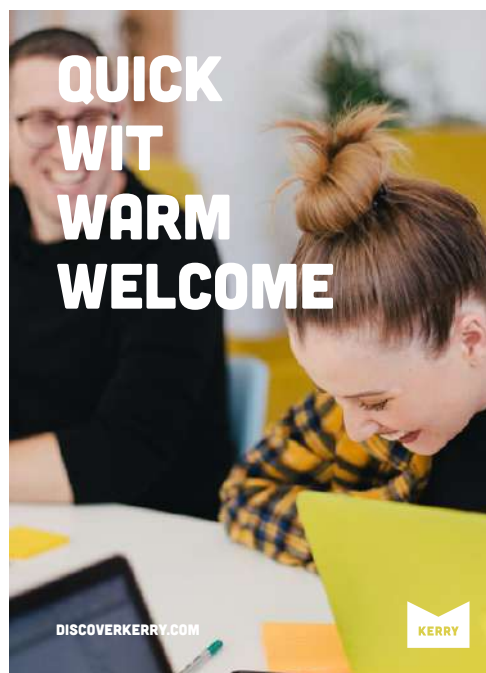
Example image - source Unsplash.com



DISCOVERKERRY.COM



Example image - source Unsplash.com



Example image - source Unsplash.com



COLOUR PALETTE

The Kerry primary colour palette is bold and bursting with energy. It's a digital-first palette of six key colours.

RGB 0 / 199 / 156
CMYK 70 0 52 0
WEB #00c79c

RGB 255 / 72 / 85
CMYK 0 82 55 0
WEB #ff4855

RGB 255 / 255 / 0
CMYK 10 0 95 0
WEB #ffff00

RGB 215 / 0 / 255
CMYK 55 80 0 0
WEB #d700ff

RGB 0 / 183 / 255
CMYK 70 0 8 0
WEB #00b7ff

RGB 36 / 48 / 94
CMYK 100 90 35 20
WEB #24305e

Pantone 3395C

Pantone Warm Red C

Pantone 803C

Pantone Purple C

Pantone 306 C

Pantone 281 C



FONTS

WHEN WE WANT TO MAKE A STATEMENT, WE USE CUBANO

For lead-in copy or headings within copy,
we use Proxima Nova in bold or semibold.

When we have large amounts of text - like body copy in a report, text on our website or any sub copy we use Proxima Nova Regular. It is clear sans serif that is very legible at small sizes. Proxima Nova is a large font family with many options from light, through to bold so it will be very versatile no matter what the communication.

We should never use our Cubano statement font in body copy as it will not be easy to read at small sizes. It is a caps only font with no lowercase option, so it is designed for short statements and headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Cubano Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Proxima Nova Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Proxima Nova Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Proxima Nova SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Proxima Nova Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Proxima Nova Medium



OUR LOGO

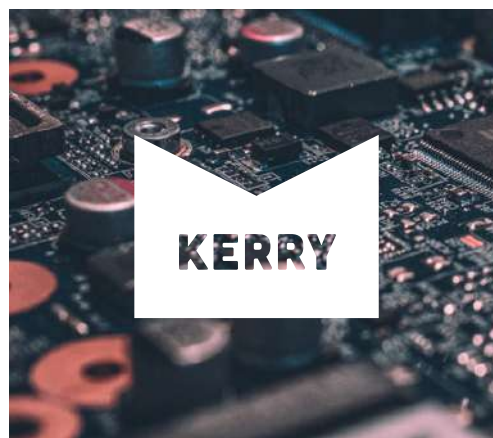
Our logo is a simple distinctive mark – a universal signature across all communications.

The letters are knocked through like a window so that it takes on the colour or image that the logo sits on. For this reason, the logo should always appear in either black or white, depending on the background.

As Gaeilge

This logo version can be used in black and in white and is subject to all the same rules as the English version of our logo as detailed on the following page.

- As the primary goal of this brand is to attract people, businesses and investment into County Kerry from elsewhere, our primary/ master logo is in English.
- When we need to include our Kerry logo on a document or piece of marketing for, or promoting, the Irish speaking community, we can use the Irish version of our logo.
- In all other instances we use the English version of our logo. We should not use both versions of the logo together on one piece of marketing as this is effectively using the same logo twice, use one or the other.



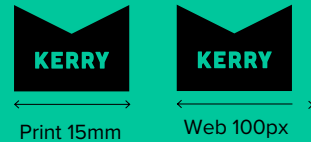
LOGO RULES

The Kerry logo is very simple to use over all platforms, representing all aspects of Kerry.

There are, of course, the usual logo rules:

- Make sure the text is legible and choose either the black or white version of the logo based on the background.
- Don't change the font or the scale of the typography within the logo.
- Don't give it a new colour, the logo should be black or white.
- Don't put a colour behind the text that is different from the background colour or image.
- Don't rotate the logo or put it on its side. The responsive icon or shape can be used on its side as a visual graphic but never the logo containing the word Kerry.
- Don't change the shape of the logo in any way.
- Don't give it an outline or a drop shadow.
- Don't stretch or squash the logo.

- Give the logo some breathing space as shown on the right. There are no rules governing the exclusion zone but here we have allowed approximately half the size of the logo on all four sides



- Our logo works well at all sizes but as with any logo, there is a minimum size that the text is legible at. On printed communications, the minimum size our logo should be is 15mm wide. Online our logo shouldn't appear any smaller than 100px wide.
- When a smaller mark is required – like, for example, a browser icon – then our logo icon without the copy should be used instead. When using as a graphic it can be used on its side (vertically). However, when it is being used to replace the logo at a very small size it should be used in the same way as the main logo, ie horizontally as shown far right.



Our logo should only be used when approved by the Discover Kerry team and as per the brand guideline logo rules.



- ⊗ Don't use our black logo on a dark background as it renders text illegible



- ⊗ Don't use the logo on its side or upside down

Breathing space

Our logo needs space around it to maximise its visual presence. The area inside the dotted line is the exclusion zone. Always leave this area clear from other graphic elements.



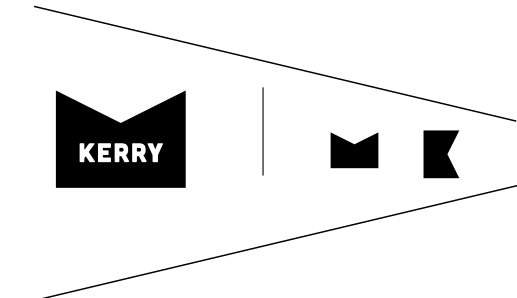
- ⊗ Don't use our white logo on a light background as it renders text illegible



- ⊗ Make sure the logo is not stretched or squashed

Responsive icon

The icon without text can be used when space is limited and text would become illegible.



LOGO HIERARCHY

How each brand can grow with cross promotion and collaboration.

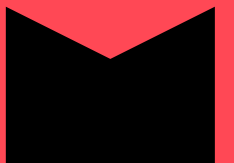
The Discover Kerry logo should only be used as approved and confirmed by the Discover Kerry team. Use of the logo should follow the Logo Rules as outlined previously.

Engaging and supporting other brands who share our goal of 'improving the lives and lifestyle of the people of Kerry' only strengthen both brands. All the content must be in line with the brand guidelines providing quality and relevant content for the audience.

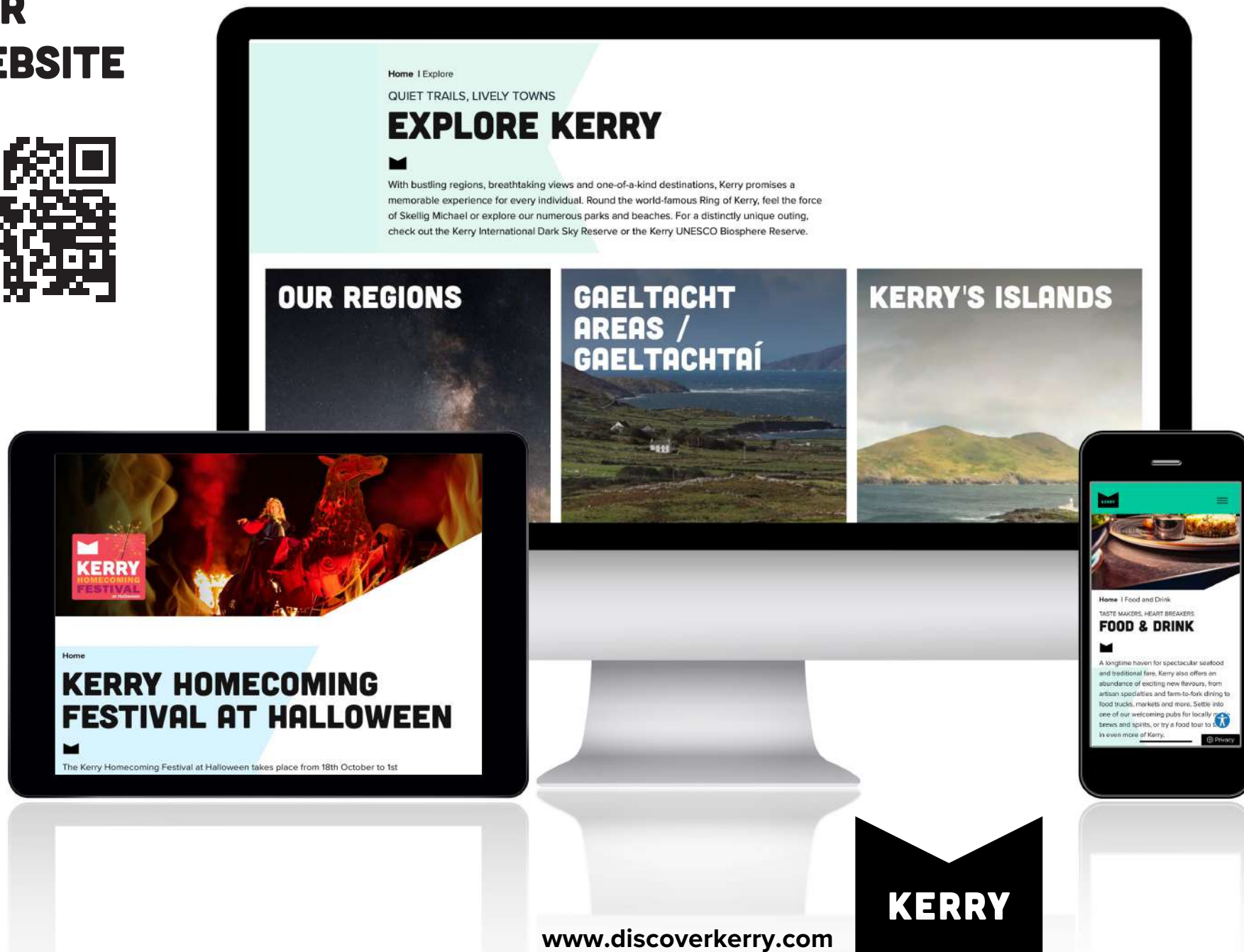
The county brand also links back to national brands when appropriate – be it a business, tourism or related post – as this will help to strengthen the county brand. These are not brands that should compete but brands that will work together in collaboration to improve the overall performance of both and the brand of Kerry as a whole.



04 VISUAL BRAND IN USE



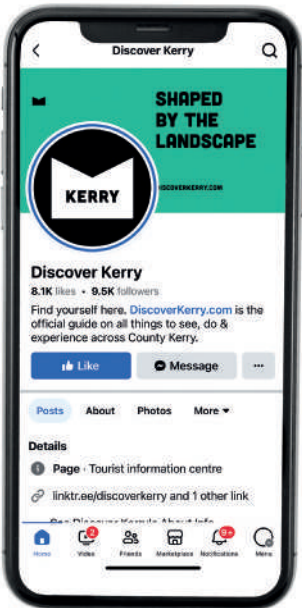
OUR WEBSITE



GET INVOLVED

Follow us on Social Media

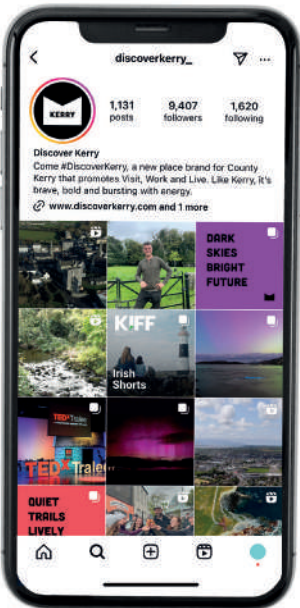
Facebook




 DiscoverKerryIreland



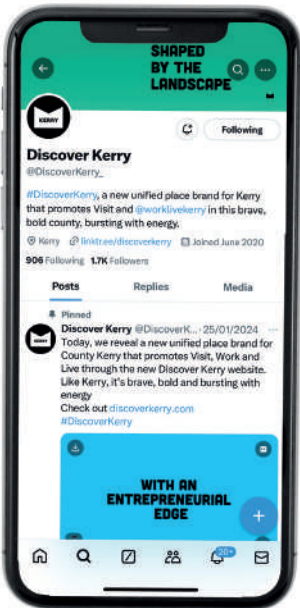
Instagram



 @discoverkerry_



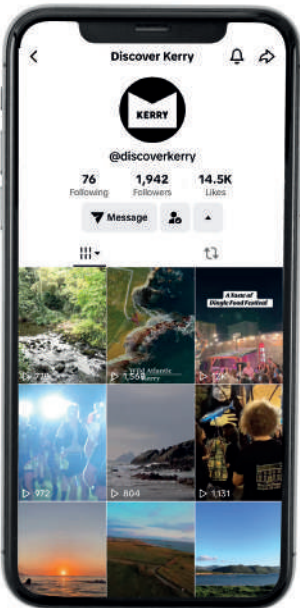
X




 @DiscoverKerry_



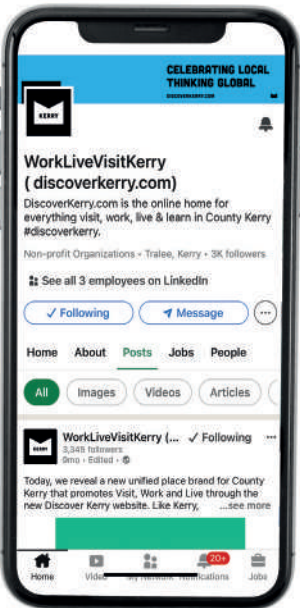
TikTok



 @discoverkerry



LinkedIn



 WorkLiveVisitKerry



KERRY

The Kerry brand and these brand guidelines were created with a partnership with representatives from:

- Kerry County Council
- Tech Industry Alliance
- Kerry Tourism Industry Federation
- Kerry Convention Bureau
- Kerry Hub Network
- Munster Technological University
- Kerry Chamber Network
- Kerry Education and Training Board

If you have any questions regarding the use of this brand, or would like access to use the logo or photography bank, please contact the Discover Kerry Team:

Email: info@discoverkerry.com

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